

APR 17 1944

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**FASHION CALENDAR**

**FRANCES HUGHES, Editor**

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, APRIL 14, 1944

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing	EXHIBIT: FASHION FABRIC TYPES Seventy-five plates of fabric types used in Fashion Design and Illustration, arranged for study purposes, with comparison of textures in mind. Open to public, daily, 9:30 A.M.-9 P.M., Sat. until 5 P.M. For further information, contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Now Showing	EXHIBIT: GREEK PAINTINGS & RUSSIAN ICONS	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST.
Planned For This Fall	N.Y. INSTITUTE OF TECHNOLOGY AND DESIGN A two-year technical program to train students for good jobs in the needle industries to be supported partly by the N. Y. Dress Institute and other industrial and labor groups until the state takes it over. For further information, contact: New York Central High School, PE. 6-7182.	N. Y. BOARD OF EDUCATION	CENTRAL HIGH SCHOOL OF NEEDLE TRADES
Now Showing	SUMMER PREVIEW: IMAGINATIVE MILLINERY	CROYDEN HATS, INC.	42 WEST 39TH STREET
Now Developing	COLOR PROMOTION FOR "CASANOVA BROWN" Tie-ups with the color promotion, "Casanova Brown," from the forthcoming Gary Cooper picture of the same name, are now being made with manufacturers and retailers. For further information, contact: Gwen McKenna, EL. 5-5580.	IN COLLABORATION WITH NEW GARY COOPER MOVIE	RELEASED THROUGH R. K. O.
Friday Apr. 14 1:00 P.M. Luncheon	NEW FASHIONS FOR SUMMER Summer suits, day-time dresses, afternoon and evening gowns with ensembled hats shown by this fashion and millinery pair. Open to public. Press by invitation. Luncheon from \$2. Publ.: Mary Alice Rice, RE. 4-5900.	MARTHA LEVINE & ROSE SAPHIRE (501 MADISON)	PIERRE HOTEL COTILLION ROOM
Friday Apr. 14 2:00 P.M.-3:45 P.M.	SLIP COVER CLINIC A coordinated McCall Patterns and Bamberger clinic to teach women how to make slip covers. Mildred Kitlin will be on hand to show how and to answer questions. Press and public invited. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK, N. J.	UPHOLSTERY DEPT. 6TH FLOOR
Saturday Apr. 15 11:00 A.M.-3:00 P.M.	FUN FOR THE CHILDREN From 11 A.M.-2 P.M. in the Boys' Department and 1 P.M.-2 P.M. in the Girls' Shop, there will be acrobat and entertainment acts to amuse children. Parents are invited to leave the youngsters in these departments while they shop in the store. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK, N. J.	2ND AND 4TH FLOORS



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Saturday Apr. 15 4:00 P.M.	SIMPLICITY PATTERN FASHION SHOW A helpful showing giving young girls instruction on how to dress smartly, make their own clothes, and groom themselves. Miss Finley, of Simplicity Patterns, will address the group. Open to public and press. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK, N. J.	RESTAURANT 10TH FLOOR
Saturday Apr. 15	SPECIAL SECTION ON LOS ANGELES MARKET	MAY ISSUE THE WOMEN'S REPORTER	EMPIRE STATE BUILDING
Sunday Apr. 16- Apr. 19	EXHIBIT OF FALL SHOE LINES St. Louis, New England, and N.Y. Shoe Markets will join in providing the retail shoe industry with a concentrated Fall Market Week. Thus they will be able to present a full scale display of better shoes and universal shoe styles for women and children all over the country. About 100 Mfrs. will show their lines. This promises to be a triple-barrelled, industry-wide market showing by the major firms of the shoe business, in one big exhibit. Contact: N.Y. Shoe Mfrs. Board of Trade, WI. 7-0456.	N.Y. & ST. LOUIS SHOE MFRS. AND NEW ENGLAND SHOE & LEATHER ASSN.	McALPIN HOTEL BROADWAY AT 34TH ST.

WEEK BEGINNING MONDAY, APRIL 17, 1944

Monday Apr. 17 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON Summer play clothes, town and country dresses, and suits together with hats by Chez Rosette, specially created for summer wear. Largely, these are informal, casual fashions. Open to public. Press by invitation. Luncheon from \$1.85. Chez Rosette Publicity: Mrs. Pleasants Pennington, PL. 8-2460. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	CHEZ ROSETTE (10 E. 56TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday Apr. 17	COLLEGE GIRLS VOTE ON FASHIONS Saks 34th Street will be represented by Janet Stevenson of Barnard College as the college girls vote which dresses are to be kept in the fall line of Minx-Modes, a Jr. Miss house in St. Louis. There will be a total of 24 representatives; only such styles as receive a 2/3 vote will be retained in the line. Saks 34th St. Publicity: Florence Epstein, LA. 4-7000.	MINX-MODES	2225 LOCUST STREET ST. LOUIS, MISSOURI
Tuesday Apr. 18 12:30 P.M. Luncheon	"BETTER MERCHANDISE" CONVENTION All dealers who handle I. Miller shoes are invited to this retailer-dealer showing whose theme is "Better Merchandise." There will be a meeting after luncheon with guest speakers and a coordinated fashion show. Publicity: Verne Clark, BR. 9-2000.	I. MILLER & SONS	RITZ CARLTON HOTEL CRYSTAL ROOM
Tuesday Apr. 18 12:30 P.M. Luncheon	FALL SHOE STYLE WEEK LUNCHEON An important luncheon, forecasting style and availability of shoe materials. A "must" attendance for fashionists. To give program variety, speakers will include Grover Whalen; Drew Pearson; Eleanor Montgomery, Vogue; Esther Lyman, Harper's Bazaar, and Alice Richardson, Mademoiselle. Press strictly by invitation. Publicity: Viola Shefer, PL. 3-2117.	NATIONAL SHOE FABRIC ASSOCIATION	McALPIN HOTEL GRAND BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Apr. 18 1:00 P.M. Luncheon	BRIDAL TROUSSEaux AND LINENS FASHION SHOW Open to public. Press by invitation. Luncheon a la carte. Commentaries, Mary Alice Rice. Publicity: Marion Morrison, PL. 3-4600.	EMMA A. MALOOF (444 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Apr. 18 2:00 P.M.- 4:00 P.M.	2ND LECTURE IN RED CROSS NUTRITION SERIES 2nd in series of 6 lectures on successive Tuesdays, showing how to eat economically and well without point rations. Sylvia Newbauer and Pauline Leonard, ARC, will instruct. Those who complete course receive a Red Cross Certificate. The theme of this talk is, "Take Point Luck With Us". Open to public and press. Publ.: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	EAST BUILDING 5TH FLOOR
Tuesday Apr. 18 3:30 P.M.	3RD LECTURE IN VICTORY GARDEN SERIES "Trouble in the Garden" is the theme of William Ash's lecture for Greater N. Y. Victory Garden Council. He will explain how to avoid plant dis- eases, enemies and pests. Questions regarding raising Victory Gardens will be answered between 2:30-5 P.M. at the Victory Garden Information Booth at entrance of Colonial Room. Public and press invited. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE BROOKLYN	COLONIAL ROOM 3RD FLOOR
Tuesday Apr. 18 4:00 P.M.	FASHION SHOW AND AWARDS Junior WINS, winners of \$100 War Bond prizes and 3-day trips to N. Y., for fashions created through nationally conducted local contests, will receive final awards during this presentation. Included will be "Wardrobe Staples," "Gadgets and Fixin's" created by girls from 13-19 years of age. Press by invitation. Publicity: Kathleen Barker, LE. 2-4455.	LADIES HOME JOURNAL & NAT'L NEEDLECRAFT BUREAU	PIERRE HOTEL BALLROOM
Tuesday Apr. 18 4:00 P.M.- 8:00 P.M.	FASHION SHOW AND ENTERTAINMENT An entertainment program plus a fashion show under French auspices, with proceeds given to the Red Cross, will be held on Tues. at the Boué Soeurs shop. Patronesses include notables of the smart French society colony in N. Y. Open to public and press. Tickets, \$2.50, obtainable from: Mrs. Jean Des Vignes, 400 East 52nd St.	BOUÉ SOEURS DE PARIS AND FRENCH ARTISTS	SALON 9 EAST 54TH STREET
Tuesday Apr. 18 6:00 P.M.	DISCUSSION: WHAT TEEN-AGE GIRLS WANT IN CLOTHES Plus a teen-age Back-to-School Fashion Show; live models against a musical setting. Mfrs. and press invited. Contact: Dorothy Stote, MU. 3-3800.	INFANTS' & CHILDREN'S WEAR BUYERS ASSN.	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.
Tuesday Apr. 18	OPENING CAMPAIGN OF GREATER NEW YORK FUND Retailers, promotion and window display directors will attend a dinner at the Astor Hotel inaugurating the fund-raising campaign of the Greater N.Y. Fund. Stores plan to coordinate their windows, advertising and interiors for this city-wide drive. For further information, Contact: Greater New York Fund, LO. 3-3000.	NEW YORK RETAILERS	NEW YORK DEPARTMENT STORES
Wednesday Apr. 19 12:30 P.M. Luncheon	TALK: EFFECT OF WAR ON HOME FURNISHINGS "How Will War-Learned Lessons Affect Post War Merchandise, Promotion and Distribution in Home Furnishings?" This question will be answered by Arthur Hirose, Director, Market Research and Promotion, McCalls. Open to members and guests. Luncheon, \$1.65, including tip. Reservations close Tues., Apr. 18. Contact: The Fashion Group, Inc., CI. 7-1734.	THE FASHION GROUP, INC. HOME FURNISHINGS DIV.	MURRAY HILL HOTEL PARK AVE. AT 40TH ST.



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Wednesday Apr. 19 1:00 P.M. Luncheon	FASHION SHOW BY LYOLENE A collection of Lyolene's late spring and early summer ready-to-wear and custom-made originals. Specially featured are skirts worn with a variety of dinner blouses. Commentaries, Mary Alice Rice. Open to public. Press by invitation. Luncheon a la carte. Contact: Mrs. Potter, PL. 3-1085. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	MME. ET LA JEUNE FILLE (30 EAST 54TH STREET)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Apr. 19 4:30 P.M.- 6:00 P.M.	INTRODUCING CREATOR OF JOAN KENLEY BLOUSES This young woman, now a leading stylist in blouses, will meet the press for the first time at a summer-preview blouse-fashion-show, under the auspices of Stern Bros. Commentaries, Maxine Keith. Press by invitation. Joan Kenley Publicity: Billie Gould, MU. 2-9085. Stern Bros. Publicity: Betty Collins, LO. 5-6000.	STERN BROTHERS	WALDORF ASTORIA HOTEL CRANE SUITE
Thursday Apr. 20 11:00 A.M.	THURSDAY MORNING FASHION LECTURES This Thursday morning fashion lecture will be given by Marguerite Herzog, McCall's Fabric Coordinator; topic, "Mother and Daughter Fashions"; and Thursday, April 27, "A Foundation Dress" will be the topic discussed by Virginia Carter, Director, Macy's Fabric Center. Press and public invited. Contact: Dorothy De Groat, CH. 4-2000.	R. H. MACY & CO., INC.	DRESSMAKING CENTER 6TH FLOOR
Thursday Apr. 20 12:30 P.M. Luncheon	ANNUAL AMERICAN DESIGN AWARDS For the 7th time, Lord & Taylor is awarding industrial design prizes to four outstanding American designers who have contributed imagination and skill to the improvement of the American way of life. Awards are \$1000 each. Names of the winners will be announced at the luncheon. Speaker, Thomas Parran, Surgeon General, U.S. Public Health Office, presided over by Walter Hoving, Pres., Lord & Taylor. Publ.: Ruth Hammer, WI. 7-3300.	LORD & TAYLOR	WALDORF ASTORIA HOTEL GRAND BALLROOM
Thursday Apr. 20 12:30 P.M. Luncheon	PUBLICISTS' BI-MONTHLY LUNCHEON MEETING A publicity and public relations forum for members only. Luncheon, \$1.50. Publicity: Uriel Davis, CI. 7-6161.	PUBLICITY CLUB OF NEW YORK	BELMONT PLAZA HOTEL CASINO-IN-THE-AIR
Thursday Apr. 20 1:00 P.M. Luncheon	SPRING-INTO-SUMMER FASHION SHOW Emphasizing custom-made originals in lovely foulards and chiffons which are in order just after Easter. All-day-wear and evening dresses with separate wraps. Open to public. Press by invitation. Luncheon, \$2. Publicity: Alma Zaiss, PL. 3-1740.	FARQUHARSON & WHEELOCK (23 WEST 57TH STREET)	PLAZA HOTEL PERSIAN ROOM
Thursday Apr. 20 5:00 P.M.- 7:30 P.M.	COCKTAIL PARTY AND FASHION SHOW This shop is a clearing house whose sales help support 15 day nurseries and children's aid charities, all of whom will share in the proceeds of this cocktail party and fashion pageant whose theme is, "May Time In Gotham." Jewels and orchids will be starred. Hats and costumes by leading N. Y. creators. Directed by June Hamilton Rhodes, Bureau of Fashion Trends. Tickets, \$1.25, obtainable from Mrs. Herman Hoops, 830 Park Ave. For further information, contact: Mrs. Ralph West Robey, CI. 7-0039.	NEARLY NEW SHOP (917 - 8TH AVE.)	PIERRE HOTEL GRAND BALLROOM



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Thursday Apr. 20- Apr. 21	ANNUAL CONFERENCE: HOSIERY INDUSTRY Large attendance expected at the 1944 Hosiery Industry conference. Included will be discussions of topics of vital interest to hosiery dealers, such as yarn situation, OPA rulings, taxes, manpower problems, post-war problems, etc. Manufacturers invited. Contact: Mrs. Jellamy, MU. 4-5412.	NATIONAL ASSOCIATION OF HOSIERY MANUFACTURERS	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Friday Apr. 21 3:15 P.M.	COOKING SCHOOL: "MODEL MEALS" Elsa Steinberger, Brooklyn Union Gas Co., will lecture on "Model Meals" and practical suggestions for them; a lesson in preparing meals requiring very little attention or skill. Open to public and press. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE BROOKLYN	COLONIAL ROOM 3RD FLOOR
Friday Apr. 21 7:30 P.M.	ANNUAL RED, WHITE AND BLUE FETE The 1944 War crop of debutantes will help society leaders in this mammoth benefit fete, to raise funds for the Soldiers and Sailors Club of N. Y. A fashion show will be held between 7:30-8:30 P.M. in the Crystal Gardens, with fashions by Harry Collins. Chairman, Mrs. John A. Morris. Publicity: Marion Morrison, PL. 3-4600.	SOLDIERS AND SAILORS CLUB	RITZ CARLTON HOTEL BALLROOM
Beginning Monday Apr. 24	SCHOOL FOR HOUSEWIVES To give N. Y. housewives help in war-time cooking, courses will be given afternoons and evenings on Mondays, Tuesdays, and Wednesdays, free of charge, under N. Y. State auspices. Advance registration accepted at once at School for Housewives, Room 97, Murray Hill Hotel, 112 Park Ave.	NEW YORK STATE EMER- GENCY COMMISSION	AMERICAN COMMON 40 EAST 40TH STREET
Monday Apr. 24- Apr. 26 12:00 P.M. Luncheon	THREE LUNCHEON- FASHION SHOWS A 3-day millinery presentation will show 30 hats at each session, angled for the public and trade. 1st day's attraction, model hats by Florence Reichman, Laddie Northridge and Peg Fischer; 2nd day, Millinery Creators Guild will show models by its 8 members; and the 3rd day will be climaxed by MFI hats... Lily Dache, John-Fredericks and Sally Victor. Maud Moody, Millinery Editor, Women's Wear will commentate each of the sessions. Public, Mfrs. and Press invited. Contact: Miss Evelyn, CH. 4-6547.	MILLINERY FASHION BUREAU	MONTE CARLO RESTAURANT 51 EAST 54TH STREET
Tuesday Apr. 25 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON Summer hats in full sway is the theme of this millinery fashion show to which the press is invited. Open to public. Luncheon a la carte. Maretta Feeley Publicity: Miss Belle, PL. 5-6183. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	MARETTA FEELEY (6 EAST 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
Thursday Apr. 27 5:00 P.M.- 7:30 P.M.	A SPORTIN' LIFE COCKTAIL PARTY A novelty cocktail party marking an anniversary for Seaglow Fabrics and introducing a round-up of sun-up fashions made from Seaglow's Sutara, Glowvara, and Shanara fabrics, styled by leading sportswear designers. Trade and press by invitation. Publicity: Elaine Cramer, Ann R. Silver Associates, MU. 2-8633.	SEAGLOW FABRICS CORP.	SHOWROOM 1450 BROADWAY



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Thursday Apr. 27 9:30 P.M.	PARTY TO AID RED CROSS A trade, press and retailing party for those who have commercial traffic with Elizabeth Arden. Included will be music, dancing, refreshments; a style show with fashions created by Charles Blaine and make-up by Elizabeth Arden. Tickets, \$5 each, plus \$1 Federal tax. Proceeds revert entirely to Red Cross. Publicity: Eleanor Winslow, PL. 3-3410.	ELIZABETH ARDEN	RITZ CARLTON HOTEL CRYSTAL ROOM
Monday May 1 1:00 P.M. Luncheon	HAIR STYLES AT LUNCHEON: JOHN HALL "THE LONG & SHORT OF IT" (26 E. 56TH ST.) The newest coiffures launched by the increasingly popular John Hall who makes a specialty of creating hair styles that go well with the new summer hats. Open to public. Press by invitation. Luncheon from \$1.85. Commentator and Publicist: A. Gail, CI. 7-6432. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.		ST. REGIS HOTEL IRIDIUM ROOM
Monday May 1	NEW SHOE STAMP IN EFFECT Stamp #18 in Book 1, will be terminated on April 30th, and a new one becomes valid. Airplane stamp in War Ration Book 3 will be good indefinitely for one pair of shoes. The market feels that this new shoe stamp will stimulate shoe business.	O.P.A. ORDER	ALL OVER THE COUNTRY
Monday May 1	DAILY TELEGRAPHIC MER- CHANDISE SERVICE To speed up the receipt of important trade news, Fairchild Publications will make available to all cities west of Chicago, within over-night mail reach, a new daily telegraphic bulletin service, called Fairchild's News-wires. Its coverage is in the apparel, home-furnishings and related fields, Mon.-Fri. Subscription, \$10 a month; \$100 a year. Contact: Mr. Louis Fairchild, Fairchild Publications, AL. 4-5252.	FAIRCHILD PUBLICATIONS	MIDDLE WEST
Monday May 1- May 6	NATIONAL POSTURE WEEK Display managers throughout the country are putting in patriotic windows, the best to receive \$5000 in War Bond prizes. For further information, contact: Samuel Higby, MU. 3-9454.	S. H. CAMP COMPANY	200 MADISON AVE., N.Y. & JACKSON, MICHIGAN
Monday May 1-30	FALL SHOWING OF CHILDREN'S LINES	COAT, DRESS, AND KNITWEAR MFRS.	INDIVIDUAL NEW YORK SHOWROOMS
Wednesday May 3	OPENING: PARIS FASH- IONS BETWEEN WARS Fashions between 1918-1936 seen in color sketches of famous couturier clothes from a collection of 5000 sketches bequeathed to the Museum by C. J. Oppenheim of Jay Thorpe. Open to public. Publicity: Charlotte Hughes, RH. 4-7690. <i>including models by Chanel, Hollywood, Paton, Dior, etc.</i>	METROPOLITAN MUSEUM OF ART	5TH AVE AT 82ND ST. BALCONY
Wednesday May 3	FUR DESIGNERS STAGE FASHION SHOW	N.Y. FUR STYLISTS	GOVERNOR CLINTON HOTEL 7TH AVE. AT 31ST ST.
Thursday May 4	Ten outstanding fur designers will for the first time, present a group fashion show of fur coats, jackets and scarfs at the Governor Clinton Hotel. Designers include some of the leading furriers in N.Y. Designs and models will be dramatized on a scale hitherto unseen in the fur industry. Open to buyers, skin dealers, retailers and press. For further information, contact: Anita Grey, PE. 6-6956.		



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Thursday May 4	SUMMER SEWING FASHION SHOW Presented at 12:30, 2:30, 4:30, 6:30 P. M., this show will feature Advance Patterns of cotton play clothes and dresses of interest to home sewers. Press and public invited. Contact: Dorothy De Groat, CH. 4-2000.	R. H. MACY & CO. INC.	DRESSMAKING CENTER 6TH FLOOR
Beginning Friday May 5- Jan., 1945	COURSE IN ADVANCED METEOROLOGY Sponsored by U. S. Weather Bureau, this course is free for women who have had 2 years of college, including physics and mathematics through calculus. Completion of course entitles graduates to civil service employment with the Weather Bureau; salaries up to \$2400. a year. Apply in writing, Room H, Dept. of Meteorology, College of Engineering, N.Y. University Heights, N.Y.	NEW YORK UNIVERSITY COLLEGE OF ENGINEERING	UNIVERSITY HEIGHTS NEW YORK
Saturday May 6	ANNUAL RECEPTION AND DINNER Guest of honor at the 45th anniversary of the National Jewish Hospital at Denver, will be Reagen P. Connally, Pres. Interstate Department Stores and recently resigned head of the Consumer Division of the OPA. This widely attended charity affair always draws the most important New York retailers and manufacturers. Tickets, \$50 per couple, obtainable Nat'l Jewish Hospital, 19 West 44th St. Contact: Mr. Houtz, VA. 6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Sunday May 7-12	SAN FRANCISCO FALL APPAREL OPENINGS	SAN FRANCISCO MFRS. AND WHOLESALE ASSOCIATION	INDIVIDUAL SAN FRAN- CISCO SHOWROOMS
Monday May 8 1:00 P.M. Luncheon	COTTON FASHIONS AT LUNCHEON Special cotton costumes and play clothes will be featured, emphasizing year-round uses of cottons, during this first St. Regis Roof-luncheon of the season. Open to public. Press by invitation. Luncheon from \$1.85. Franklin Simon Publicity: Mildred Kaldor, WI. 7-9600. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	FRANKLIN SIMON	ST. REGIS HOTEL ROOF GARDEN
Monday May 8 5:00 P.M.- 7:00 P.M.	ANNUAL GRADUATION FASHION SHOW & TEA The students of this fashion career school always plan their own graduation fashion show as an example of showmanship, part of their school instruction. Attendance by invitation only. Publicity: Rosemary Sheehan, CO. 5-3147.	TOBE COBURN SCHOOL FOR FASHION CAREERS	1. West 57 St RITZ CARLTON HOTEL OVAL ROOM
Monday May 8- May 15	RECRUITMENT DRIVE FOR PRACTICAL NURSES Climaxing its first year of activity by beginning a new, extensive drive for recruits, practical nursing will be dramatized in display windows, by New York department stores during week of May 8th. Practical nurse recruitment will also be plugged on women's radio programs and in newspapers. Publicity: Ann R. Silver, MU. 2-8633.	COMMITTEE FOR RECRUITMENT	250 WEST 57TH STREET
Tuesday May 9 1:00 P.M. Luncheon	BRIDAL GIFTS FASHION SHOW Gift silver and china are tied in with the Bridal fashion theme at this luncheon. Open to public. Press by invitation. Luncheon a la carte. Jensen Publicity: Rosemary Sheehan, CO. 5-3147. Ritz Publicity: Marion Morrison, PL. 3-4600. <i>Bridal luncheon by Jay Thorpe</i> <i>Jay Thorpe Publ. - Morrison Publicity CO. 2-4300</i>	GEORG JENSEN	RITZ CARLTON HOTEL OVAL ROOM



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Tuesday May 9 4:45 P.M.	HAIR FASHION PREVIEW New summer and fall fashions for hair, with many new coiffure twists for summer-sports and fall-dress-up occasions. Press by invitation. Contact: Bernord Az Guro, WI. 2-1692. Waldorf Publicity: Ted Saucier, EL. 5-3000.	BERNORD AZ GURO	WALDORF ASTORIA HOTEL CARPENTER SUITE
May 14	MOTHER'S DAY (Sunday)		
Monday May 15 1:00 P.M. Luncheon	MID-SUMMER STYLE SHOW Charming town and country styles expressed in chiffon, foulards, embroidered muslin, etc. Open to public. Press by invitation. Luncheon from \$1.85. Publicity: Mary Alice Rice, PL. 3-4500.	FARQUHARSON & WHEELOCK (23 WEST 57TH STREET)	ST. REGIS HOTEL IRIDIUM ROOM
Monday May 15	OPENING: FALL BLOUSE LINES	MEDIUM AND BETTER PRICE BLOUSE MANUFACTURERS	INDIVIDUAL NEW YORK SHOWROOMS
Beginning Monday May 15	APPAREL AND MILLINERY FALL MARKET WEEK	ASSOCIATED APPAREL MFRS. OF LOS ANGELES & LOS ANGELES MILLINERY GUILD	INDIVIDUAL LOS ANGELES SHOWROOMS
Beginning Monday May 15- June 3	ANNUAL EXHIBIT: ADVERTISING ART 300 examples of the best national advertising art pre-selected by experts and a "man-in-the-street" jury. These illustrations were submitted by artists, photographers, and designers with work published between Feb. 15, 1943-Apr. 1, 1944. Press and public invited. Contact: Winifred Karn, CA. 5-8400.	THE ART DIRECTORS CLUB OF NEW YORK	630 5TH AVENUE ROCKEFELLER CENTER
Monday May 15- May 17	STORE OPERATING FORUM A conference discussing basic store operating procedures and practices, NRDGA members who are store managers, superintendents, personnel directors, training and employment managers and executives are invited to attend. For further information, Contact: Edward Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	STATLER HOTEL CLEVELAND, OHIO
Tuesday May 16 1:00 P.M. Luncheon	WHAT THE THREE WAR BRIDES SHOULD WEAR To the tune of "3 Little Sisters", Jay Thorpe will present a fashion show featuring the bridal and trousseaux outfits of three girls, one marrying a soldier, one marrying a sailor, and one a marine. Fashions from Jay Thorpe's Smart Set Shop. Dorothy Gray will demonstrate 10 Beauty rules for Brides. Open to public. Press by invitation. Luncheon a la carte. Jay Thorpe Publ.: Murrow McCurnin, CI. 7-4300. Ritz: Marion Morrison, PL. 3-4600.	JAY THORPE AND DOROTHY GRAY	RITZ CARLTON HOTEL OVAL ROOM
Wednesday May 17 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON This show marks the summer opening of the Waldorf's Starlight Roof. Russeks will present summer fashions in cottons, rayons, spectator and play clothes. Open to public. Press by invitation. Luncheon a la carte. Russeks Publ.: Beatrice Castle, WI. 7-1900. Waldorf Publ.: Ted Saucier, EL. 5-3000.	RUSSEKS 5TH AVENUE	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Thursday May 18- May 19	ANNUAL CONVENTION Chairman of the convention committee, L.R. Root of Scovill Mfg. Co. Program events listed later. Contact: Toilet Goods Association, CO. 5-5443.	TOILET GOODS ASSOCIATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 22- May 26	DALLAS FALL MARKET SHOWINGS Buyers are traveling to Dallas now-a-days nearly as much as they do to N.Y. to see the latest in sports, play, western and spectator fashions. There will be 150 exhibitors in the show. Contact: Hucie Houston, Baker Hotel, Dallas.	AMERICAN FASHION ASSOCIATION	BAKER & ADOLPHUS HOTELS DALLAS, TEXAS
Monday May 22- May 27	NATIONAL COTTON WEEK This year's celebration emphasizes the role of cotton in peace and war. Its slogan is, "First in War, First in Peace." There will be displays of the military uses of cotton, with emphasis on the new plastic finishes for troop uses, and other exciting developments in cotton fabrics. To tie-in, contact: Cotton-Textile Institute, WO. 2-0270.	COTTON-TEXTILE INSTITUTE NATIONAL COTTON COUNCIL	ALL OVER THE COUNTRY
Wednesday May 24 1:00 P.M. Luncheon	LUNCHEON SHOW OF SUMMER FASHIONS Open to public. Press by invitation. Luncheon a la carte. Hattie Carnegie Publ.: Josephine Hughes, WI. 2-2600. Waldorf Publ.: Ted Saucier, EL. 5-3000.	HATTIE CARNEGIE	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Wednesday May 24	15TH ANNIVERSARY EX- HIBIT: "ART IN PROGRESS" ART This exhibit, which includes paintings, sculpture, architecture, industrial art, photography, dance and theatre design, and motion pictures, will fill 3 floors of the Museum and be on view through the summer. Public invited. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Thursday May 25- Nov. 12	AMERICANA EXHIBIT Paintings, prints, costumes, architecture and decorative materials in this Americana exhibit, will be chronologically installed in the museum's exhibition galleries to give the complete picture of American culture. The range of the exhibit is from the 18th Century to the present. Open to public after Press Opening and Reception on May 25th. Contact: Brooklyn Museum, NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY
Saturday May 26-30	DISPLAY MARKET WEEK in N. Y.	NATIONAL ASSOCIATION OF DISPLAY INDUSTRIES	PENNSYLVANIA HOTEL BROADWAY AT 33RD ST.
May 29- June 5	FALL FASHION OPENINGS	LEADING N. Y. COAT AND SUIT HOUSES	INDIVIDUAL NEW YORK SHOWROOMS
Beginning Monday June 5	FALL SPORTSWEAR LINES OPEN Members of the Sportswear Guild who will show their lines include: Adler & Adler; Davidow; Davis M. Goodstein; Kane-Weill; Mutual-Rosenbloom; Charles W. Nudelman; Zoltan Rosenberg; Sport-Craft; and Star-Maid Dresses.	SPORTSWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS
Beginning Monday June 5	OPENING FALL LINES Guild members who will show their lines include: Hansen Bang; William Bass Dresses; Anthony Blotta; Capri Frocks; Carlye Dresses; Deitsch, Wersba & Coppola; Fox-Brownie; Ed Gerrick; A. Goodman; Fred Greenberg Dresses; Joseph Halpert; Horwitz & Duberman; Junior League Frocks; International Dresses; Kaplan & Grabois; Samuel Kass; La Rue Dresses; David Leonard & Levine; Mary Lee; Parnis-Levinson; Ben Reig; C. H. D. Robbins; Martin Simon; Herbert Sondheim; Suzanne-Augustine; and Zuckerman & Kraus. Contact: Leonard Gendler, Executive Secretary, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS



# MUSIC...THEATRE...MOVIES...NIGHT SPOTS

Friday....."BALLET THEATRE" METROPOLITAN OPERA HOUSE BROADWAY AT 39TH STREET  
 Apr. 14 There will be a ballet performance every day from Friday April 14th through Sunday, May 9th. The new Ballet, "Tally-ho", by Agnes De Mille, which made its world debut, will be performed Saturday evening April 15th and Sunday, April 16th, matinee and evening. On Tuesday, April 18th, Leonard Bernstein, brilliant young director, will conduct the ballet, "Fancyfree." Publicity: Gerald Goode, PL. 3-0820.

Saturday.....PREMIERE: "ADDRESS UNKNOWN" (Movie) GLOBE THEATRE, 1555 BROADWAY  
 Apr. 15 A Columbia picture starring Paul Lukas, Carl Esmond and K. T. Stevens. Costumes, John Hamblond. Publicity: Hortense Schorr, BR. 9-7900.

Sunday.....PARTY HONORING PAUL ROBESON, COUNCIL ON AFRICAN AFFAIRS, 17TH REG. ARMORY  
 Apr. 16 Jimmy Durante, Zero Mostel, Duke Ellington, Hazel Scott and many others  
 7:30 P.M. will participate in making Paul Robeson's Birthday Party a huge success. Tickets \$1-\$3. Contact, Council on African Affairs, MU. 4-6834.

Monday.....OPENING "PRETTY LITTLE PARLOR" NATIONAL THEATRE, 208 WEST 41ST STREET  
 Apr. 17 A modern comedy featuring Stella Adler and Sidney Blackmer; written by  
 8:40 P.M. Claiborne Foster. Costumes, Paul Du Pont. Publ.: Leo Friedman, LA.4-5119.

Tuesday.....OPENING: "SHEPPEY" PLAYHOUSE THEATRE, 137 WEST 48TH STREET  
 Apr. 18 The new Somerset Maugham play starring Edmund Gwenn and others. Staged by Sir Cedric Hardwicke. Publicity: Tom Kane, BR. 9-8020.

Wednesday....3RD IN SERIES, WED. LECTURES TOWN HALL 123 WEST 43RD STREET  
 Apr. 19 In this series to keep the public abreast of events at home and abroad, Ernest K. Lindley will talk on April 19th; and Anne O'Hare McCormick, April 26th. For tickets, Contact: Lecture Division, Town Hall, 123 West 43rd Street.

Wednesday....PREMIERE: "BUFFALO BILL" (Movie) ROXY THEATRE, BROADWAY AT 51ST STREET  
 Apr. 19 A technicolor, 20th Century-Fox movie about the wild West. Starring Joel McCrea, Maureen O'Hara, Thomas Mitchell and Linda Darnell. Costumes, Rene Hubert. Publicity: Jeannette Sawyer, CI. 6-0950.

Wednesday....OPENING: "ALLAH BE PRAISED!" ADELPHI THEATRE, 54TH ST., E. OF 7TH AVE.  
 Apr. 19 A new musical comedy with Patricia Morison, Mary Jane Walsh, John Hoystradt  
 8:40 P.M. and Joey Laye. Costumes, Miles White. Publ.: Karl Bernstein, CI.6-0427.

Wednesday....PREMIERE: "KNICKERBOCKER HOLIDAY" (Movie) VICTORIA THEATRE, B'WAY AT 46 ST.  
 Apr. 19 A United Artist's musical comedy starring Charles Coburn, Constance Dowling and Nelson Eddy in an early Manhattan-setting movie. Costumes, Walter Plunkett. Publicity: Arthur Jeffrey, BR. 9-7300.

Friday.....PREMIERE: "UP IN MABEL'S ROOM" (Movie) GOTHAM THEATRE, B'WAY AT 47TH ST.  
 Apr. 21 A United Artist's farce comedy starring Gail Patrick, Dennis O'Keefe, Mischa Auer, and Binnie Barnes. Costumes, Kay Wilson. Publicity: Arthur Jeffrey, BR. 9-7300.

Monday.....OPENING: "HELEN GOES TO TROY" ALVIN THEATRE, 250 WEST 52ND STREET  
 Apr. 24 A new opera production by Max Reinhardt under the direction of Yolanda  
 8:40 P.M. Mero-Irion, based on "La Belle Helene," with Offenbach music. Costumes, Ladis Czettel. Publicity: James D. Proctor, WI. 7-1093.

Friday.....OPENING: "A HIGHLAND FLING" PLYMOUTH THEATRE, 236 WEST 45TH STREET  
 Apr. 28 A new comedy by Margaret Curtis, author and actress, starring Ralph Forbes.  
 8:40 P.M. Costumes, Motley. Publicity: Phyllis Perlman, CI. 5-5820.

Monday.....OPENING: CITY CENTER OPERA CO. N.Y. CITY CENTER, 131 WEST 55TH STREET  
 May 1 Sixteen performances of seven operas will be heard during a two-week opera season at the City Center. The operas include "Carmen", "La Traviata", "La Boheme", "Martha", "Pagliacci", and "Cavalleria Rusticana". Tickets, 75¢-\$2, obtainable at box office. Publ.: Jean Dalrymple, MU. 5-3114.

Wednesday....PREMIERE: "GOING MY WAY" (Movie) PARAMOUNT THEATRE, TIMES SQUARE  
 May 3 A Paramount singing picture starring Bing Crosby and Rise Stevens. Costumes, Edith Head. Publicity: Aileen Brenon, BR. 9-8700.